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(21)Application number : 2000-171644 (71)Applicant : YUU UN YAN

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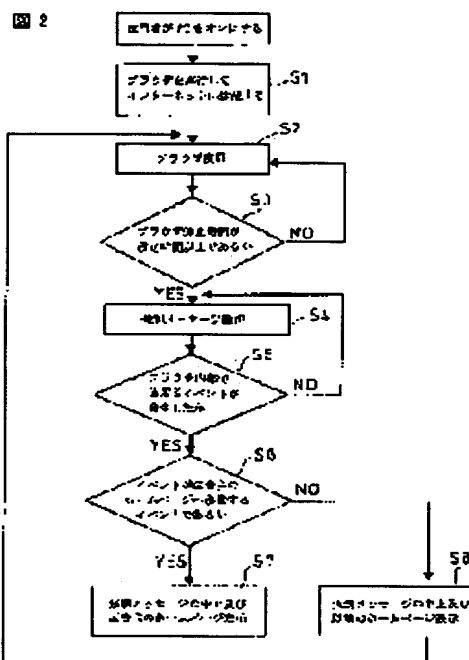
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(54) ADVERTISEMENT DISPLAY METHOD OF WEB BROWSER HAVING SENSED QUIESCENT STATE OF USER

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement display method of a Web browser having sensed a quiescent state of a user, which improves advertisement effect by letting the user concentrate on an advertisement by displaying the advertisement contents on the whole or part of the screen of the Web browser without allocating an advertisement area on an original homepage.

SOLUTION: The method comprises a break state time judgment stage for judging whether a break state wherein a user neither moves a mouse nor does input on a keyboard lasts for a time set on an Internet server in the window of a Web browser displaying a specific homepage of a server in the Internet environment, an advertisement display stage for displaying a background picture entirely or partially in the window of the Web browser and displaying advertisement contents on the background picture when the break state lasts for the set time, and an advertisement display quitting stage for interrupting the display of the advertisement contents and background picture and displaying the homepage corresponding to a user's event in the window of the Web browser when the event occurs.



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